



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub : Inviting participation at Firenze Home Texstyle, Italy from 11th to 13th February 2023

Dear Member,

The Cotton Textiles Export Promotion Council is organizing an India Pavilion in Firenze Home Texstyle Fair at the Fortezza Da Basso in Florence, Italy from 11<sup>th</sup> to 13<sup>th</sup> February 2023.

About Firenze Home Texstyle Fair

Firenze Home Texstyle is the only international fair in Italy dedicated to Home textiles, Marine textiles, Spa linen, Contract & Hotel textiles. The fifth edition will be held at the Fortezza da Basso, in Florence, from 11<sup>th</sup> to 13<sup>th</sup> February 2023. This is an important event for industry professionals and entrepreneurs, aiming at promoting trading and creating a meeting place for qualified exhibitors and buyers.

Why Participate?

Exhibiting at Firenze Home Texstyle provides an opportunity to network with main distribution channels in Italy. The companies participating can strengthen their brand awareness and become a part of the supply chain in the national textile sector. This edition also presents a structured programme of promotional activities involving international buyers and organising events and meetings.

For more details about the exhibition, please visit

<https://firenzehometexstyle.com/en>

Trade Data

1. In 2021, Italy imported Textile & Clothing worth USD 26.4 bn. of which imports from India were USD 765 mn.

2. Italy imported USD worth 3.2 bn of cotton textiles with China as the bulk supplier with USD 855.37 mn, a share of 26.9%. India is ranked 5th with a value of USD 160 mn and a 5% market share. Other top suppliers include Turkey, Pakistan and Germany

3. Cotton Made-ups dominate Italy's cotton textile import basket with a share of 49.09% with USD 1.6 bn. of imports followed by Cotton Fabrics and Cotton Yarn.

4. India is the 5th largest supplier of Cotton made-ups with USD 90 mn, a share of 5.62%. Other top suppliers include Pakistan, Germany and Turkey

[Please click Here for Trade Data](#)

#### Exhibitors' profile:

Bed linen, Duvet, Pillows, Rugs, Table textiles, Bathroom textiles, Blankets, Outdoor textiles, Textile for spa, Nautical textile, Curtains and Furnishing textiles

#### Visitors' Profile:

Departmental stores, Retailer, Concept Store, Interior designers, Furniture stores

#### Participation Fees

Subsidized participation fees for a 10 sq.mt. booth is Rs. 1,00,000/-

10 sq mt stand package includes: Stand perimeter panels, partition walls, signboard table, carpet, lighting with spotlights, electric outlets, 1 desk, 3 chairs, 1 cloth hanger or 3 shelves, 1 waste basket

[Please Click Here for Application Form for Participation in FIRENZE HOME TEXSTYLE FAIR](#)

Please note that this fee does not include Airfare, Hotel expenditure, sending display material and other related expenditure.

The participation charges are refundable only in case of cancellation of trade fair by the fair organizer or due to COVID19 travel restrictions, if any.

#### MAI funding

In accordance with the recent amendments in the MAI / MDA guidelines and conditional approval from the Ministry of Commerce, subsidized fee is available for maximum of 10 participants through the Council subject to fulfilment of criteria prescribed in the MAI scheme of Govt. of India. Application will be treated on First-come-First Served basis due to limited availability of funds under the scheme subject to the following important criteria:

1. Those exporters who have already availed subsidized fee under MAI scheme for 3 or more times including past participation (through any Export Promotion Council) in this event are not eligible to get subsidy under MAI scheme for participation in this edition of Firenze Home Textstyle, Italy
2. An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year.
3. Further, the participants who have completed 12 months of membership with the Council and having exports of FOB value upto Rs. 50 crore in preceding year will be entitled for air fare reimbursement for the travel of

Regular Director / Partner / Proprietor or a regular officer of the company on senior managerial position. However Member with zero export in the last financial year will not be eligible. The reimbursement will be upto Rs.75,000/- (economy class air travel) or actual (whichever is less) or a lumpsum amount subject to the final approval received from the Ministry.

### Application Form

Exporters registered with TEXPROCIL and other Textile EPCs can apply for participation in this event. Members are requested to send their application directly to TEXPROCIL with full participation fee by RTGS/NEFT as per details mentioned below:

Beneficiary: The Cotton Textiles Export Promotion Council  
State Bank of India, Opera House Branch, Mumbai  
Current Account No. [11107497602](#)  
IFS Code: SBIN0001417  
(Please email us UTR number after making the payment.)

Kindly note, your application for a booth will be confirmed only after receipt of the full payment towards participation fee and complete application form on or before 4<sup>th</sup> November 2022.

Interested Members are requested to fill up the attached Application Form and e-mail to: [shailesh@texprocil.org](mailto:shailesh@texprocil.org) / [mrunal@texprocil.org](mailto:mrunal@texprocil.org)

For further details, please contact:

Mr. Shailesh Martis / Mrs. Mrunal  
The Cotton Textiles Export Promotion Council,  
Engineering Centre, 5th Floor,  
9 Mathew Road, Mumbai - 400 004.  
E-mail: [shailesh@texprocil.org](mailto:shailesh@texprocil.org); [mrunal@texprocil.org](mailto:mrunal@texprocil.org)

Being an esteemed member of the Council & a leading exporter of cotton textiles, we solicit your participation thereby supporting initiatives of the Council.

Regards,

**Dr. Siddhartha Rajagopal**  
Executive Director

::TEXPROCIL::



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